

No Income Is Small Enough to Escape Toll of Hidden Taxes

Hope Star

WEATHER. Arkansas—Fair and slightly cooler in southeast and extreme east portions Saturday night; Sunday fair.

VOLUME 38 NUMBER 286

HOPE, ARKANSAS, SATURDAY, SEPTEMBER 11, 1937

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3RD IN SENATE RACE

Hope Defeats Horatio 48 to 0 in Opener

18-Pound Weight Advantage Leaves Contest Unequal

Played in Fierce Summer Heat, Game Takes 2 Hours 40 Minutes

BRIGHT TALLIES 4

Leonard Bearden Makes 2 Touchdowns and Joe Eason Scores One

By LEONARD ELLIS
The Hope High School football team ran up a 48-0 score over the Horatio High School Lions in the season's first gridiron game here Friday night before approximately 2,500 sweltering fans. The game required two hours and 40 minutes.

The visiting team, completely outclassed, failed to penetrate the 50-yard line. The Bobcats rolled up 19 first downs to 3 for Horatio.

Vasco Bright, Hope quarterback, led the scoring with four touchdowns. Leonard Bearden, halfback, made two and Fullback Joe Eason registered one.

Bright's 65 yard-run on the first play after the opening kickoff furnished the crowd with the biggest thrill of the night. Bright started on an end run to his right, cut back into an open field and outran the Horatio team for the season's first score. Woodrow Parsons kicked for extra point.

Scoring Consistently

That was all of the scoring in the first period. The Bobcats made 14 points in the second quarter, 14 in the third quarter and 13 in the final quarter. All attempted points after touchdowns were made with the exception of one. W. Parsons kicked four. Reese and Ramsey caught passes for two points, a line plunge failed.

Taxes Multiplied in Retail Sales

As a matter of fact most of these indirect taxes impose a burden on the taxpayer out of proportion to the money which the government gets in cash.

A man earning a hundred thousand dollar salary may pay as high as 60 per cent. But from the point of view of the tax gatherer there are not enough men earning such salaries to make up much money for the government.

Take, for instance, the example of beer. A full barrel of beer sells for \$15. The brewer gets \$9 for himself and \$6 for the government. The tax is paid by the brewer in extra collected from the tavern-keeper. The tavern-keeper collects this tax from the beer drinker one glass at a time.

Now, as you probably know, every merchant fixes the price on the basis of what he pays for his merchandise.

In fixing the price he takes the amount he pays for the article and adds what is called a mark-up. Let us suppose he figures on adding 100 per cent to cover cost of operation and profit.

Now if he paid \$9 for a barrel of beer, he would expect to sell the beer for \$18. But as he pays \$15 for it he expects to sell it for \$30. The net result is that the customer pays not only the \$6 tax which the government gets but a large additional sum besides. The beer drinking public is out \$30 on that barrel of beer instead of \$18.

The number of billions paid by American customers in this way cannot be calculated. It is gigantic.

Do you remember the howl of anguish the corporations sent up about a pitiful little \$300,000,000 of undistributed profits tax? But do you recall one

glasses a day and smokes a pack of twenty cigarettes he will pay seven cents on the beer and six cents on the cigarettes. That's thirteen cents a day and in a year it's around \$45.

Corporations Howl, Taxpayer Takes It

If he has an income of \$400 he will pay about \$28 in income taxes after he has taken his deductions. He lets go a lusty roar about that, but he never gives one little squeak of protest because of what the federal government takes out of him while he is drinking his beer and smoking his throat medicine.

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HOPE STAR

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Pegging the Cotton Price at 12 Cents

TUMBLING prices in face of the bumper crop, and the
President's agreement to place a 12-cent-a-pound founda-
tion under each bale raised in the United States, apparently
has reopened a straight road for the crop control of cotton.

Three reasons are usually given for the present plight of
the cotton farmer.

First there is the world race for self-sufficiency which
has led almost every nation on the globe to planting cotton,
either in its homeland or in territorial possessions. Italy has
Ethiopia and Libya and Japan has Manchukuo, to name only
two.

Second is the entrance of other countries, notably in
South America, into the world cotton market. Price pegging
in the United States on one hand, and cheaper production basis
in foreign countries on the other hand, have placed U. S. cot-
ton under an almost fatal handicap.

Third is the U. S. tariff barrier which has been raised
against importation of goods from other countries through
which they once offset a balance in trade with tremendous
purchases of cotton.

There is still another factor sometimes pointed out—that
much of the Old South has so depleted its soil with constant
cotton crops that the product is not the excellent long staple of
half a century ago. Newer cotton lands farther west, how-
ever, do produce cotton that compares with any grown in
the world.

x x x

THE President's bargain with Congress whereby he agreed
to the 12-cent peg in return for a promise that crop con-
trol would be restored at the next session, was pretty ex-
pensive.

The loans to be made, probably at nine cents a pound,
will not necessarily cost the government anything. They will
be made to all farmers agreeing to sign up for crop control the
following year, but cotton is not expected to drop below nine
cents a pound. The money is loaned through commercial
banks and is all on a call basis, underwritten by federal signa-
tures. By placing the lending on call with the crop held as
security, the government can regulate marketing by the sim-
ple process of calling loans when necessary.

x x x

SUBSIDY payments to bring the price up to 12 cents a pound
will, however, cost the government an estimated 150 mil-
lion dollars, even if the payments are made on only 65 per cent
of this year's output.

To become eligible for this subsidy, the farmer must
prove to the satisfaction of the AAA that he is complying with
the government's crop control program. To cinch the bargain
and to be positive the control program is carried out, the sub-
sidy will not be paid, probably, until the new crop is in the
ground and the acreage measured.

Big sums in government expenditure don't mean much
any more, they come so frequently, but \$150,000,000 is still a
lot of money to pay out as a palliative. If the expenditure paves
the way to a permanent solution for the cotton farmers' prob-
lem, that will be different.

Nothing to Lose

THE two reasons most prominently advanced for not in-
voking the U. S. Neutrality Act against China and Japan
are that American trade interests would suffer heavily, and
that it would work a hardship on China, where the official
sympathies presumably lie.

Those two excuses seem to have been already invalidated.

Virtually all shipments to Shanghai have been halted or
diverted and imports from China have been seriously cur-
tailed, according to exporters, importers and bankers. With
North China in its present state of war, collections are
hopeless and cargoes destined there have either been recalled
or sent elsewhere. Many orders from the Far East have
been canceled.

Even Japan, because of a lack of foreign balances, will
soon be forced on a self-sufficiency basis, bankers said.

That being the case, shippers obviously cannot benefit by
a foreign trade which has already been figuratively blockaded. Neither can China be helped by supplies it doesn't get.

Invoking the Neutrality Act looks like a case of nothing
to lose and everything to gain.

The Family Doctor

T. M. Reg. U. S. Pat. Off.

By DR. MORRIS FISHERIN
Journal of the American Medical Association, and of
Hygiene, the Health Magazine.

The Thyroid Gland Is Often Called the "Key" Organ
of the Human Body

This book of 20 articles by
Dr. Fisherin on the body glands
and their functions.

No. 2125
In the throat, in the neck, on the side
of the windpipe, there is a large
gland known as the thyroid. Most
people get concerned about the thy-
roid only when they have a goiter. The
chief purpose of the thyroid gland
is to increase chemical changes going
on in the body, so that practically every
activity of the body is influenced by this
gland. The thyroid does not work
all the time at a uniform rate—sometimes
its activities are speeded up, at other
times they are greatly slowed.

It has been called the key organ of
the human body, since its effects are
brought to bear on all the other glands,
on the nervous system, on the sex ac-
tivities, and on many other important
activities.

In case the secretion of the thyroid
is lacking, serious disturbances of the
body appear. These disturbances are
called myxedema and cretinism. Ex-

amples of the effects of lack of thyroid
secretion are dwarfing of the body,
loss of hair, thickening and dryness of
the skin, and great loss of mental and
physical vigor.

On the other hand, overactivity of
the gland is also manifested by exceedingly
serious symptoms which will be
discussed further. Among these effects
are rapidity of the heart, excitability of
the nervous system, tremulousness of
the body, and in late stages the condition
called exophthalmos in which the eyes
bulge.

As has already been pointed out in
discussions of other glands, the thy-
roid is definitely related to all of them
in its actions. If the thyroid gland is
removed, the pituitary gland enlarges.

The workmen, of course, de-
cided that DeWitt Montgomery
was insane. All of them le-
died quickly, as soon as they were fin-
ished and paid. One story has
that none ever left at all . . .

THE narrator chuckled, left the
fire to settle into one of the big
chairs from which he stared at
Kay and Harper. "In any event,
Montgomery's eccentricities were
quickly forgotten. The island was
forgotten, too, for it was off the

The Onward-and-Upward Hikers Club



needed that they stay away from
home. It also accounts for much of
the misbehavior that takes place the
instant they are out of ear shot.

Supervision Can Be Nagging

Children are people and react like
people. If we really are interested in
the viewpoint of a child, all we have to
do is to examine ourselves. Nothing
irritates us or so discourages us, as to
have some one person perpetually dictat-
ing our movements. The feeling of
freedom to a certain degree is every
man's right. The pursuit of happiness
is that.

"Wear your red socks," says John-
ny's mother when he goes up to get
dressed. Well, he intended to wear
them anyway, but now he suddenly
changes his mind and decides for some
reason they are hateful. And when
he protests, which is natural enough,
he is called contrary and defiant. Be-
ing anticipated in every move galls
him sometimes to madness, yet he has
no escape.

It is natural for mothers to repeat
what a child already knows, certain
warnings about danger and reminders
of manners. "Precept upon precept
and word with word" leaves a daily
impression, and the child does profit
by reminder, but when the gib phrase
leaves the tongue too frequently and
becomes bromide to the hearer, then
almost any child is justified in rebellion.

Experience Best Teacher

Let children make their mistakes.
Let them learn some things by experience.
Let them forge ahead on their
own power without our walking the
track ahead to flag the way.

Over protection, like over oppression,
can either break spirit or bottle it up
for future explosion. The mysterious
vapor of wanting to do things occasion-
ally in one's own way, must either be
allowed to escape through a safety
valve now and then, or get tighter and
thicker, so that one day there is a real
blow off. This is better avoided.

A Book a Day
By Bruce Catton

Life With Mother Has Many a Laugh.

To the many readers who relished his
book, *Life With Father*, the late Clarence
Day left a heritage, a companion piece
titled, of course, *Life With Mother*.

This new work, published by Alfred
A. Knopf (\$2), was compiled from many
new pieces written about his father and
mother by Mr. Day before his death.

In his previous book, Mr. Day painted

a delightful, well-rounded picture of

his strong-minded, irascible father,

who was constantly bewildered be-
cause he couldn't make those about
him adopt his design for living.

Appropriately enough, *Life With
Mother* begins with "Father's court-
ship. And this he conducts in just
the practical, romanesque way that you
would expect him to do it. He finally
made up his mind to marry "Mother,"

proceeded to her home town in Ohio,
and peremptorily demanded her hand.

They were married a short time later.
Mother a bit confused by the sudden-
ness of it all.

With the exception of a lively anecdote
about how Grandpa (Benjamin
Henry Day, founder of the New York
Sun) mischievously lent zest to Grand-
ma's scones, the rest of the book deals
with "Mother's" life with her doughty

spouse.

To a man like Father, who knew
just how everything should be done,
Mother's impractical ways were mysti-
cally intriguing. Clarence Day, with his
wrapping humor, describes some of the
wranglers that resulted. Father, for all of
his decisiveness, always seemed to
come out second best, for Mother's
gentle manner belied a firm, stubbor-
nile soul.

While talking and eating, he also
smoked two big cigars. He had ordered
frankfurters and red cabbage, and it
seemed almost inevitable that he would
eat a cigar and try to light a frankfurter.

I would not care to suggest that
Ernest Lubitsch is tired of thinking about
movies because he recently finished
directing Marlene Dietrich in "Angel," but I do know that he has

been through a pretty trying time and
is locally regarded with great admiration
for his skill and patience in finally
getting Miss Dietrich to do things the
way he wanted them done.

The screen colony believes that this
picture will do a lot for Miss Dietrich
because her job in it is acting and not
just lying on a chaise-lounge and bat-
ting her eyelashes.

At the beginning of production Lub-
itsch told her very firmly that there'd
be no glamour just for glamour's sake;
that she was supposed to look like a
human being and would have to act
like one.

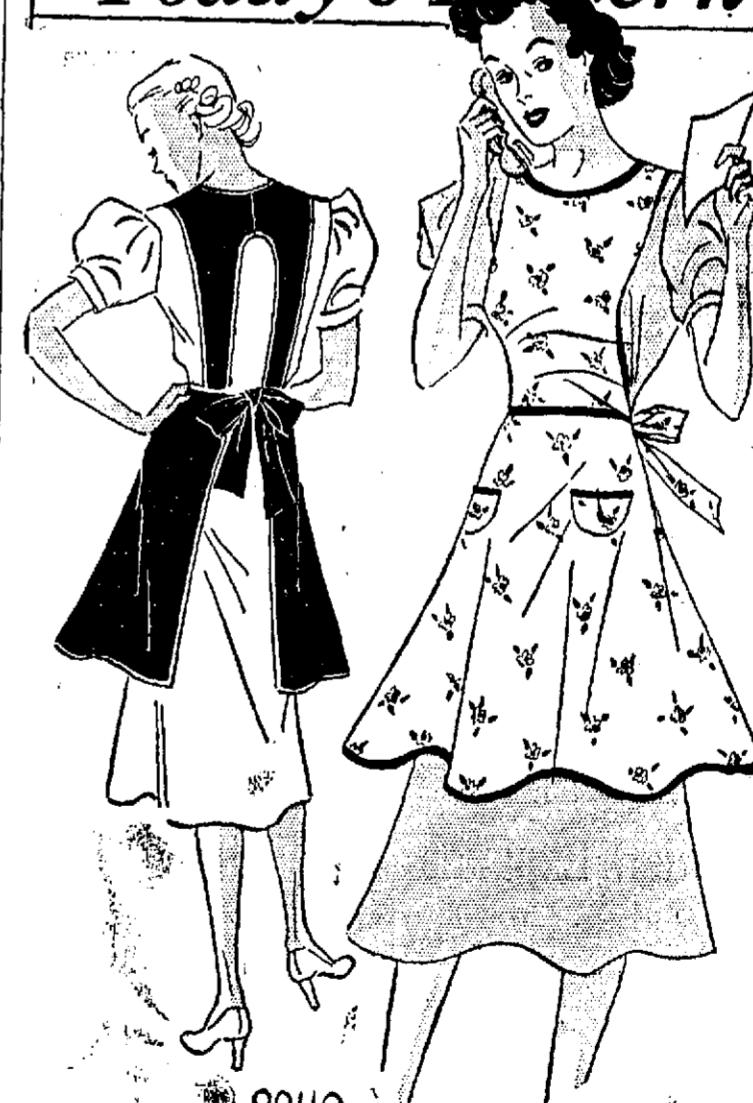
Mixes Frankfurters, Cigars

But the director didn't talk about the
star when I saw at lunch. From the
tomato juice to the ice cream, he chatted
of: 1—week-end in the mountains,
2—newspapers, 3—the surprising inefficiency of aerial bombardment in
current foreign hostilities, 4—magazines,
5—"Jones," edited, published and mostly
written by his friend the screen writer,
Grover Jones.

While talking and eating, he also
smoked two big cigars. He had ordered
frankfurters and red cabbage, and it
seemed almost inevitable that he would
eat a cigar and try to light a frankfurter.

I would hardly be anything but anti-
climatic. Day has produced here an
entertaining book—G. P.

Today's Pattern



BY CAROL DAY

THIS time of year, when you
get into heavier and darker
clothes, you need an apron that
protects your clothes when you
cook, bake, can and clean.

Pattern 8040 is designed to
give you the utmost protection
with chic trimmings. It slips over
the head and ties at the belt, but
the skirt is cut on circular lines
and the bib has a smooth fit as
neat as the blouse of a dress.

Binding at the edge in contrast-
ing color accents the fabric
dots binding to finish.

The new Fall and Winter Pat-
tern Book is ready for you now.
It has 32 pages of attractive de-
signs for every size and every
occasion. Photographs show
dresses made from these pat-
terns being worn; a feature you
will enjoy. Let the charming
designs in this new book help
you in your sewing. One pat-
tern and the new Fall and Win-
ter Pattern Book—25 cents. Fall
and Winter Pattern Book alone—15 cents.

Only a few yards of material
are required. The pattern is per-
forated for two lengths—to al-
most dress length for the heaviest
work, knee length for tea-
time and supper. Organdy or

doily instead of bias binding if
you want a really dressy apron
for the role of hostess.

Pattern 8040 is designed for
sizes 34, 36, 38, 40, 42, 44, 46
and 48. Size 36 requires 1 7-8
yards of 32 or 35 inch material
and 7 1-2 yards of 1 1-2 inch
bias binding to finish.

The new Fall and Winter Pat-
tern Book is ready for you now.

It has 32 pages of attractive de-
signs for every size and every
occasion. Photographs show
dresses made from these pat-
terns being worn; a feature you
will enjoy. Let the charming
designs in this new book help
you in your sewing. One pat-
tern and the new Fall and Win-
ter Pattern Book—25 cents. Fall
and Winter Pattern Book alone—15 cents.

To secure your pattern with step-by-step sewing instructions,
send 15 CENTS IN COIN with
your NAME, ADDRESS, STYLE
PLACE, BROOKLYN, N. Y., and be sure to MENTION THE NAME
OF THIS NEWSPAPER.

FLAPPER FANNY

By Sylvia
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Paul Harrison in Hollywood

The Trouble With Lubitsch Is That He'll Talk of Anything But Movies

HOLLYWOOD—One trouble about
being a Hollywood correspondent is
that you have to go around prodding
everybody into talking about the movies.
Usually this is by no means a
difficult task, but sometimes you en-
counter a person who is good and tired
of the subject and would prefer dis-
cussing whether Fascism will gobble
Spain or whether salmon trout will
gobble grasshoppers. Or what.

I would not care to suggest that
Ernest Lubitsch is tired of thinking about
movies because he recently finished
directing Marlene Dietrich in "Angel," but I do know that he has

been through a pretty trying time and
is locally regarded with great admiration

for his skill and patience in finally
getting Miss Dietrich to do things the
way he wanted them done.

The screen colony believes that this
picture will do a lot for Miss Dietrich
because her job in it is acting and not
just lying on a chaise-lounge and bat-
ting her eyelashes.

At the beginning of production Lub-
itsch told her very firmly that there'd
be no glamour just for glamour

Society

MRS. SID HENRY

TELEPHONE 821

God abides in a garden
When the evening shadows fall;
Where the night wind flutters fragrant wings.
Over a flowered wall.
God abides in a garden
When the dawn breaks pearlily pink,
And the sun's first rays, circle the earth.
With gold in a glittering link,
God abides in a garden
In the lush of an afternoon,
Where the panesies dance to the blue-bell's chimes.
While the honeybees hum a tune,
God abides in a garden
Where the soft winds whisper low,
Down the velvety paths by the myrtles pink.
Where the purple violets grow.
—Selected.

Speaking of family background, we hold that nothing gives a town or community more impressive background, than that left by our beauty lovers of long ago, and nothing brings that background out more beautifully than the crepe myrtle, which at this time is flaunting its lovely dainty plumes from almost every yard in our city, and every home place in the surrounding country.

Some bear the burden of years, planted by some loved one who has long since changed her, abode for God's garden, and some bear the marks of progression, in their deeper colorings and more graceful forms, but altogether serve to give our town, or any town, that mellow and inexplicable background that goes with the trail of nature lovers. We would like to call your attention to some especially attractive arrangements, but they are so numerous and so outstanding from the very old ones on South Main street to the colorful ones in the later additions to our town. Some very lovely ones are on North Louisiana street, North Pine and Harvey street. On some streets the line of beauty and color extends from end to end. Another striking plant or growth that I have had the pleasure of viewing this past week, is the large and most luxuriant Caladium or Elephant's ear, I have even seen. A constant gradual distribution of moisture has caused this plant to grow as I am sure they

grow in our tropical countries, you may be able to view this plant in block three South Elm.

The writer of this column received a letter this week addressed to Miss Kate Jamison, a name she exchanged 32 years ago for one she has never ceased to take great pride in bearing, yet at the same time, "it was the least bit flattering to have kept your original identity alive so long that a letter would reach you from New York City delivered without any house number or street name, and without delay."

Did you see the graceful silver body floating in the air Saturday morning? Just another reminder of Teeny's prophecy.

For I dip into the future, far as a human eye could see,
Saw the vision of the world, and all the wonder that would be;

Saw the heavens filled with commerce, argosies of magic sails,
Pilots of the purple twilight, dropping down with costly bales;

Heard the heavens filled with shouting, and there rain'd a ghostly dew

From the nation's airy natives groping in the central blue."

The different Circles of the Woman's Auxiliary of the First Presbyterian church will meet at 4 o'clock Monday afternoon at follows: Circle No. 1 with Mrs. Will Orton, North Louisiana street; Circle No. 2, with Mrs. J. R. Williams, South Main street; Circle No. 3, with Mrs. Roy Johnson, North Harvey street; Circle No. 4 with Mrs. Mac Stuart, South Hamilton street; Circle No. 5 will meet at 7:30 Monday evening with Miss Edna Earl Hall.

The Y. W. A. First Baptist church will hold a special season of prayer Monday evening from 7:30 to 8:30 at Hall on South Main street. All members are urged to be present.

Frank J. Padgett Jr., will leave soon for Baton Rouge, La., where he has received a teaching fellowship in Louisiana State University, in the chemistry department.

As a prelude to the opening of her dance studio, on Tuesday, September 14, Mrs. B. J. Ogburn held open house on Friday afternoon at her home and studio on South Main street. The

Sun.
Mon.
Tues.

RALT

Let's Go!

RETURN SHOWING

—of—

CLARK GABLE
—and—
WALLACE BEERYIn one of the greatest
air-thrillers ever made!"HELL
DIVERS"Comedy
NoveltyNOTE —
EFFECTIVE
MON-NITE

(Both Theatres)

DOORS
OPENSHOW
STARTS

7 p. m.

7:15

—the Boss wired:
"Tell 'em anything
... it's a—G R E A T
S H O W !So all that I
can says is—

What a
picture, folks!
ARTISTS
and
MODELS

The world's most beautiful
girls! Tap-dancing...
dance and laugh artists!

JACK BENNY in "ARTISTS and MODELS"
IDA LUPINO • RICHARD ARLEN • GAIL
PATRICK • BEN BLUE • JUDY CANOVA • THE
YACHT CLUB BOYS • LOUIS ARMSTRONG and
Specialty by MARTHA RAYE

End Forecast for Prolonged Rains in Cotton States

Heavy Crop Losses Elsewhere as Hope Territory Escapes

MISSISSIPPI HURT

Mid-South Threatened With Embargo on Raw Cotton and Seed

LITTLE ROCK—Possibility that prolonged and heavy rainfall, which has brought heavy crop damage to Arkansas in recent weeks if at an end, was seen in the weather forecast of the district Weather Bureau office at New Orleans Friday night.

Fair and cooler weather in the northern and western parts of the state is predicted for Saturday and fair weather is forecast for Sunday.

General rains continued in many parts of the state during the 24 hours ending at 7 a.m. Friday with Bentonville winning the doubtful distinction of recording the largest amount of rain in the state. Approximately 10 inches of rain had fallen there within the past two days, and 5.58 inches of this amount fell during the 24-hour period ending at 7 a.m. Friday.

Crop Threatened

MEMPHIS, Tenn.—(AP)—A general embargo on raw cotton and cottonseed, looming Friday night in the Tri-State area as planters moved to stave off possible losses as a result of continued rains.

W. J. Jesspon, president of the Merchants Exchange and the Perkins Oil company here, described the situation as "the most serious since 1906."

He said that the rainy weather has caused cottonseed to become too damp for safe storage and that the crop is too great for cottonseed oil mills to handle immediately.

A. K. Shaifer, superintendent of the Planters Manufacturing company at Clarksdale, Miss., said that mills at Clarksdale, Moorhead, Webb and Shelby will refuse to accept seed after 7 p.m. Saturday. This embargo, it was reported, will result in closing about 50 cotton gins in Coahoma county.

Ginners in Quitman and Unicoi county met Friday at Marks, Miss., and decided to close their gins for a week, beginning Monday, it was announced by P. M. B. Self, Marks planter and ginner.

At Greenville, Miss., it was reported the cottonseed oil mills halted movement of seed Friday and that ginners will meet Saturday to take similar action.

Spacious rooms were beautifully decorated with late summer flowers, and the main living room was arranged most attractively for the following lovely program: "Shoe Shine Boys" by Carolyn Hamilton and Patsy Williams; "Song and Dance" by Carolyn Cox (Fulton); Barbara Sue Stephenson and Nancy Shultz (Fulton); "Rhythm Tap" by P. Iyanne Williams; "Wall Street Blues" by Mary Laster, Brandy Eringer, Marilyn May and Kathryn Cox (Fulton); "Modernistic Tap" by Mary Ann Lile; "Harlem Strut" by Patsy Williams, Carolyn Hamilton and Alice Lile. Delightful fruit punch was served by Misses Marian Smith and Martha Houston.

Mr. and Mrs. K. G. Hamilton and daughter, Carolyn, will spend the week-end with relatives in Gurdon.

Mr. and Mrs. Hugh Smith have had as guest this week, Mr. Smith's brother, C. T. Smith, en route to his home in Fayetteville from Los Angeles, Calif.

Mrs. J. E. Berry and two little daughters, Margaret and Robin of Smackover are guests of Mr. and Mrs. T. A. Middlebrooks.

Mrs. Claudia Whitworth will leave Sunday for Okay, where she has accepted a position in the Okay school.

The W. M. 1. First Baptist church will meet at 3 Monday afternoon, at the church, with Circle No. 1 in charge of the mission study program. The president urges a full attendance.

Mrs. Jess Cornelius announces the arrival of a baby boy, James Edward, born September 4.

NEW THEATRE
SUN. & MON.

IF YOU ENJOYED "THEODORA GOES WILD"
... BY ALL MEANS SEE THIS!

Even more riotous romantics!

A stunning stend goes berserk when love comes along—stages the maddest manhunt since the first boss discovered that his secretary knew more than just typing and spelling.

JEAN
ARTHUR

"More Than a Secretary"
with LIONEL STANDER

Ruth Donnelly, Reginald Denny, Dorothea Kent

1. "The Community Slug"

2. Scrappy in "I Want to Be An Actress"

3. Screen Snapshots

4. Color Cartoon

5. Sports

THEATERS

At the Saenger—Rialto

Who can blame Jack Benny for getting confused — with two such gorgeous girls as Ida Lupino and Gail Patrick to choose from? It's "Deed Goes to Town," and "Theodora Goes Wild," the Columbia Studios present this week at the New theater, starting Sunday, Monday and Tuesday at the Saenger, with Richard Arlen and a host of screen, stage and radio favorites featured.

The thrills of naval aviation unroll themselves in a sensational panorama, as a background for poignant romance, and a drama of heroism and sacrifice that has something of an epic quality.

Now one of the screen's foremost comedians, Miss Arthur titles her hand at another comedy role in "More Than a Secretary," with George Brent appearing as a fine foil in the first light role he has had since "Living On Velvet."

The story concerns itself with the submerged emotions of a young prima donna, proprietor of a secretarial school whose devotion to business has robbed her of romance. On the other side of the fence is the editor of a health magazine, brain-fed, diet-conscious, addicted to callisthenics and a just cause for Cupid. The two meet when Miss Arthur, the one with the schoolgirl inhibitions, is forced to accept a position as Editor Brent's secretary in the offices of the Crosby Publishing Company.

The woman in Miss Arthur soon asserts itself, and she steps out in a fashion unbecoming a secretary. First, she radically changes the make-up of the magazine, and doubles the sales volume. Though Brent is furious and fires her, he is forced to re-instate her when circulation figures drop.

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